Author's response to reviews

Title: Lessons for public health from analysing commercial food marketing success factors: a case study

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Lessons for public health campaigns from analysing commercial food marketing success factors: a case study

Dear editor and reviewers:

Thanks you very much for the comments. Please find below a description of the changes done point by point.

Changes done:

Changes as requested by editors:

- The text has been copyedited with regard to the English writing.

Changes as requested by reviewers:

In the sentence in this section within the conclusions “In this regard, it has to be noted that the commercial success cases highlight the influence that nutrition and health claims can possibly have on consumer food choice [59]. Thus, the study underlines the importance of scientifically founded claims, as claims otherwise might be counterproductive for public health aims; whether nutrition and health claims are fostering public health remains to be seen” we have added the words marked underlined.

In the sentence in this section within the conclusions “We agree with previous authors that public-private-partnerships should be considered to a greater extent in the future in order to exchange expertise with regard to the success factors, but also to develop the agenda even further [28, 46-47, 57]. Of course, pitfalls of this unequal relationship have to be carefully assessed and differences in culture as well as mutual skepticism have to be overcome. Advertising, communication and consumer behaviour specialists might be able to play a role in bridging the gap between commercial and public application of marketing measures” we have added the words marked underlined.